

# Fashion Calendar

## 1949

File Copy  
10/17/49

### JANUARY

| S  | M  | T  | W  | T  | F  | S             |
|----|----|----|----|----|----|---------------|
| 2  | 3  | 4  | 5  | 6  | 7  | $\frac{1}{8}$ |
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| 16 | 17 | 18 | 19 | 20 | 21 | 22            |
| 23 | 24 | 25 | 26 | 27 | 28 | 29            |
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### FEBRUARY

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### MARCH

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### APRIL

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### MAY

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### JUNE

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### JULY

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| $\frac{24}{31}$ | 25 | 26 | 27 | 28 | 29 | 30 |

### AUGUST

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### SEPTEMBER

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### OCTOBER

WEEK OF

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### NOVEMBER

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### DECEMBER

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| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

**RUTH FINLEY, Editor**

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION



## FASHION CALENDAR

Note; Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u>                                   | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                              | <u>WHERE</u>                               |
|---|---|--|--|
| <u>WEEK ENDING FRIDAY, OCTOBER 14, 1949</u>   |   |  |  |
| Now Showing<br>10:30 A.M.<br>And<br>2:30 P.M. | OPENING OF SPRING COLLECTIONS<br>Showings of the Spring Haymaker Sports line; the David Cystal collection for Spring; Izod of London, interlocking fashions--and men's leisure shirts. Contact: Liz Daly, at David Crystal, LA. 4-7760.   | DAVID CRYSTAL, INC.                          | 498 SEVENTH AVENUE<br>SHOWROOM - 23RD FL.  |
| Now Showing<br>1:15 P.M. &<br>4:00 P.M.       | OPENING OF RESORT & SPRING COLLECTION<br>Showings of Janice Milan's Resort and Spring collection, designed by Mildred Orrick, at 1:15 P.M. and 4:00 P.M. daily. Contact: LO. 4-7940.  | JANICE MILAN, INC.                           | 498 SEVENTH AVENUE<br>SHOWROOM - 15TH FL.  |
| Friday<br>Oct. 14<br>4:00 P.M.<br>Cocktails   | SHOWING OF 1950 "SEAMOLDS" BY FLEXEES<br>New 1950 collection of "Seamolds" by Flexees will be shown to the press. For the first time, swim suits will be made in the seven basic figure types--"the swim suit with foundation fit." Attendance by invitation only. Publicity: Bee Bradshaw, MU. 9-2100.   | FLEXEES<br>ARTISTIC FOUNDATIONS.             | 417 FIFTH AVENUE<br>SHOWROOM               |
| Friday<br>Oct. 14<br>6:30 P.M.<br>Dinner      | PRIVATE SHOWING:<br>"FACES AND FASHIONS"<br>The Philadelphia Museum of Art and The Philadelphia Fashion Group will present a private showing of the exhibition "Faces and Fashions" in honor of the opening of the first permanent gallery of the Fashion Wing. The exhibition consists of a collection of portraits by distinguished artists of the 19th and 20th centuries and costumes from corresponding periods. Tickets: \$7.50 per person. Contact: Philadelphia Museum, Phila., Pa. | PHILADELPHIA MUSEUM;<br>PHILA. FASHION GROUP | MUSEUM-PHILADELPHIA<br>PKWAY & 26TH STREET |
| Oct. 15                                       | SWEETEST DAY (Saturday).  |  |  |
| Sunday<br>Oct. 16                             | CHILDREN'S DAY.<br>Contact: George J. Hecht, chmn., 52 Vanderbilt Ave., MU. 5-4400.   |  |  |

## WEEK BEGINNING MONDAY, OCTOBER 17, 1949

|                                 |  |                      |  |
|---------------------------------|--|----------------------|--|
| Monday<br>Oct. 17<br>10:30 A.M. | PREVIEW OF RESORT FASHIONS BY BRIGANCE<br>Press showing of the Resort and Cruise collection, designed by Brigance. (Note change of Date.) Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | CHARLES W. NUDELMAN  | 550 SEVENTH AVENUE<br>SHOWROOM           |
| Monday<br>Oct. 17<br>11:00 A.M. | PREVIEW OF TRAVEL AND SPRING FASHIONS<br>Press showing of Travel and Spring fashions by B. H. Wragge Company. By invitation only. Contact: WI. 7-4968.   | B. H. WRAGGE COMPANY | 550 SEVENTH AVENUE<br>SHOWROOM-9TH FLOOR |



| <u>DATE</u>   | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                                  | <u>WHERE</u>                          |
|---|--|--|---------------------------------------|
| Monday<br>Oct. 17<br>12:00 Noon-<br>2:00 P.M.<br>Luncheon | PREVIEW: 1950 SWIM<br>SUIT COLLECTION<br>Preview of the 1950 line of Nanina swim suits and sunwear for the fashion press at the opening of their new showrooms. Attendance by invitation only. Continuous showings for the trade through Wednesday, October 19. Contact: Mr. M. Bachenheimer, MU. 6-8789.  | NANINA SWIM SUITS CO.                            | 1410 BROADWAY<br>SHOWROOMS-17TH FLOOR |
| Monday<br>Oct. 17<br>1:00 P.M.<br>Luncheon                | MILLINERY FASHIONS<br>AT LUNCHEON SHOW<br>Showing of millinery fashions by Peter Bondi. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Bondi Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.  | PETER BONDI                                      | HOTEL PLAZA<br>PERSIAN ROOM           |
| Monday<br>Oct. 17<br>2:30 P.M.                            | PREVIEW OF NEW<br>DELMANETTE SALON<br>Preview of new Delmanette Salon on the 2nd floor of Bergdorf Goodman, above Delman Salon; and showing of new fashions in Delmanette shoes, modelled by 1949-50 N.Y. debutantes. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.   | DELMAN, INC.                                     | BERGDORF GOODMAN<br>2ND FLOOR         |
| Monday<br>Oct. 17<br>4:00 P.M.<br>Tea                     | PRESS PREVIEW OF<br>HOLIDAY HATS<br>Lenesta will present a press showing of "Front Row Center" hats "holiday, theatre, and winter sparkle." By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.   | LENESTA  | 15 EAST 53RD STREET<br>SALON          |
| Monday<br>Oct. 17<br>6:00 P.M.                            | FASHION SHOW OF<br>WOMEN'S DRESSES<br>Fall fashions for women will be presented at Gimbels. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.  | GIMBELS  | 3RD FLOOR                             |
| Week<br>Of<br>Oct. 17                                     | NATIONAL GLOVE WEEK<br>"Ladies and Gentlemen Always Wear Gloves"--theme of National Glove Week. Public Relations Counsel: Claire A. Wolff, LO. 4-7230.   | NATIONAL GLOVE GROUP                             | THROUGHOUT COUNTRY                    |
| Beginning<br>Monday<br>Oct. 17-<br>Oct. 22                | CAMP NATIONAL<br>POSTURE WEEK<br>The eleventh annual observance of National Posture Week. Contact: The Samuel Higby Camp Institute for Better Posture, CH. 4-5798.   | S.H. CAMP & COMPANY                              | THROUGHOUT THE<br>COUNTRY             |
| Tuesday<br>Oct. 18<br>10:30 A.M.                          | PRESS SHOWING OF<br>FUR COLLECTION<br>Revillon Freres will open their new salon, with a press preview of Fall and Winter fur fashions at 10:30 A.M. Customer showing at 4:30 P.M. Attendance by invitation only. Contact: CI. 7-7343.  | REVILLON FRERES                                  | 11 WEST 57TH STREET<br>SALON          |
| Tuesday<br>Oct. 18<br>12:15 P.M.<br>Luncheon              | COSMETICS DIVISION<br>LUNCHEON MEETING<br>"The Twenties Trend...and How To Use It In Cosmetics"--(models in make-up of yesterday and tomorrow). Speaker: Helen Van Slyke, Good Looks Editor, "Glamour" Magazine and chairman of the Cosmetics Division. Commentator: Beatrice Castle, Publicity Director, Revlon Products Corporation. Price (including tax and tip): \$3.25 for members: \$3.75 for guests. Contact: The Fashion Group, Inc., CI. 7-3940. | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | HOTEL BILTMORE<br>BALLROOM            |



| <u>DATE</u>  | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                               | <u>WHERE</u>                                    |
|--|---|---|---|
| Tuesday<br>Oct. 18<br>1:00 P.M.<br>Luncheon                | SHOWING OF HAND-<br>KNIT ORIGINALS<br>Presentation of hand-knit dresses and suits. Public by reservation;<br>contact: RH. 4-4700. Publicity: Cayton-Klempner, PL. 9-3408.   | MIMI PEARCE<br>(23 E. 67TH ST.)               | TAVERN-ON-THE-GREEN<br>CENTRAL PK.W. AT 67TH    |
| Tuesday<br>Oct. 18<br>1:00 P.M.<br>Luncheon                | MILLINERY FASHIONS<br>AT LUNCHEON SHOW<br>Laddie Northridge will present his Winter collection of travel, street<br>and evening millinery. Press by invitation. Public by reservation;<br>contact: MU. 8-3000, Ext. 6. Laddie Northridge Publicity: Elizabeth<br>Maher Associates, EL. 5-4248. Ritz Fashion Publicity: Marion Morrison,<br>MU. 8-3000.  | LADDIE NORTHRIDGE                             | RITZ-CARLTON HOTEL<br>OVAL ROOM                 |
| Tuesday<br>Oct. 18<br>4:00 P.M.<br>Cocktails               | SUITS AND COATS<br>STYLED BY STEFAN<br>Preview of Linker & Herbert's "Spring Fashioncast" of suits and coats<br>styled by Stefan. Cocktails at 4:00 P.M. Showing at 4:30 P.M. Attend-<br>ance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.  | LINKER & HERBERT                              | HAMPSHIRE HOUSE<br>COTTAGE                      |
| Tuesday<br>Oct. 18<br>4:00 P.M.<br>Tea                     | PREVIEW OF NEW<br>"MAKE-UP MANUAL"<br>Pond's will be host at a tea for the beauty editors to meet Miss Mary<br>Stuyvesant, good grooming consultant for Pond's, and to preview "Make-<br>Up Manual", the latest addition to the Pond's educational publications.<br>Attendance by invitation only. Publicity: Marcella Holmes, J. Walter<br>Thompson, MU. 3-2000.   | POND'S COMPANY                                | LECTURE HALL-J.WALTER<br>THOMPSON, 420 LEX.AVE. |
| Tuesday<br>Oct. 18<br>4:00 P.M.-<br>7:00 P.M.<br>Cocktails | SHOWING OF COLOR &<br>MAKE-UP IN FASHION<br>Presentation of the results of research, which Helena Rubinstein has<br>carried out with Duro Test Lighting Corp., showing lighting in relation<br>to color and makeup in fashion and home furnishings. Demonstration of<br>skin tests to determine the reaction of women to color and lighting;<br>and introduction of "Candlelite", a new warm-toned and flattering type<br>of fluorescent lighting. <u>Presentation at 5:00 P.M.</u> Attendance by in-<br>vitation only. Helena Rubinstein Publ.: Amy Blaisdell, EL. 5-2100.             | DURO TEST LIGHTING CORP.<br>HELENA RUBINSTEIN | WALDORF-ASTORIA<br>ASTOR GALLERY                |
| Wednesday<br>Oct. 19<br>9:30 A.M.<br>Breakfast             | PREVIEW: 1950 RESORT<br>AND SPRING FASHIONS<br>Adler and Adler will present their Resort and Spring collection, de-<br>signed by Bonnie Cashin, at a breakfast for the fashion press. Showing<br>promptly at 10:00 A.M. Attendance by invitation only. Publicity:<br>Ruth Hammer Associates, EL. 5-7108.  | ADLER & ADLER                                 | 550 SEVENTH AVENUE<br>SHOWROOM-20TH FLOOR       |
| Wednesday<br>Oct. 19<br>12:45 P.M.<br>Luncheon             | "STAR TIME AT PIERRE"<br>FASHIONS AT LUNCHEON<br>"Magical Beauty"--Fall fashions by specialty shops including Ada, Inc.--<br>children's wear; Trent Leather--sportswear; Jeanne Rousseau Hats; Mimi<br>Tuthill-gowns; Dorothee Furs; Maximilien Feldman--suits; Marie Fontaine<br>--blouses; John Hall--hair stylist; de Tanya--imported silk scarfs;<br>Asha Lingerie. Press by invitation. Public by reservation; contact:<br>Francois, TE. 8-8000. Publicity for Fashion Show: Rosalyn Bader,<br>EL. 5-4263. Hotel Pierre Fashion Director-Commentator: Nola Luxford,<br>TE. 8-8000. | SPECIALTY SHOPS                               | HOTEL PIERRE<br>COTILLION ROOM                  |



| DATE   | WHAT'S GOING ON  | GIVEN BY   | WHERE                                    |
|--|--|--|--|
| Wednesday<br>Oct. 19<br>1:00 P.M.<br>Luncheon  | "DUSK-TO-DAWN"<br>FASHIONS<br>Presentation of Russeks' "dusk-to-dawn" fashions during luncheon. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.   | RUSSEKS FIFTH AVENUE                             | WALDORF-ASTORIA<br>SERT ROOM             |
| Wednesday<br>Oct. 19<br>4:30 P.M.<br>Cocktails | PRIVATE SHOWING FOR<br>FASHION PRESS<br>The McMullen Company's semi-annual preview for the fashion press, with a showing of their Resort and Spring fashions. Seating from 3:30 P.M. Showing promptly at 4:30 P.M. Attendance strictly by invitation, which must be presented at the door. (Trade showings at McMullen Showroom, 475 Fifth Avenue, beginning <u>Thursday, Oct. 20</u> , at 10:30 A.M. and 2:00 P.M.) Publicity: Isabella Crawford, MU. 3-9560.   | THE McMULLEN CO.<br>(475 FIFTH AVENUE)           | HOTEL PLAZA<br>BALLROOM                  |
| Thursday<br>Oct. 20<br>10:00 A.M.              | PRESS PREVIEW: HOLIDAY<br>AND RESORT FASHIONS<br>Press preview of Varden Petites and Varden Casuals in new Holiday and Resort fashions. By invitation only. Contact: PE. 6-5460.   | VARDEN DRESS CO.                                 | 530 SEVENTH AVENUE<br>SHOWROOM - 8TH FL. |
| Thursday<br>Oct. 20<br>12:30 P.M.<br>Luncheon  | "DIAMONDS U.S.A."<br>DIAMOND FASHIONS 1950<br>Second nationwide showing of diamonds, presented at luncheon for the fashion press. Exhibitors: <u>Boston</u> --Shreve, Crump & Low. <u>Chicago</u> --C.D. Peacock. <u>Cleveland</u> --Webb C. Ball, Co. <u>Dallas</u> --Arthur A. Everts Co.; Linz Bros. <u>Detroit</u> --Wright, Kay & Co. <u>Los Angeles</u> --Ruser Jewels. <u>New Orleans</u> --Coleman E. Adler & Sons. <u>New York City</u> --Black, Starr & Gorham; Cartier; Van Cleef & Arpels; Harry Winston. <u>Philadelphia</u> --J.E. Caldwell & Co. <u>San Francisco</u> --Shreve & Co. <u>St. Louis</u> --Mermod-Jaccard-King. Washington--Grape & Co. Coiffures and makeup--Helena Rubinstein. Attendance by invitation only. Publicity: Jean Shanley, CI. 6-0200. | N. W. AYER & SON, INC.                           | HOTEL PLAZA<br>GRAND BALLROOM            |
| Thursday<br>Oct. 20<br>1:00 P.M.<br>Luncheon   | LUNCHEON FASHION<br>PRESENTATION<br>Fashion show by Rosette Pennington during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.  | ROSETTE PENNINGTON<br>(20 EAST 56 STREET)        | HOTEL PLAZA<br>TERRACE ROOM              |
| Friday<br>Oct. 21<br>11:00 A.M.                | PRESS PREVIEW OF<br>NEW COLLECTION<br>Preview for the press of Mme. Schiaparelli's first American collection of coats and suits. (Note Change of Date). Attendance by invitation only. Publicity: Ruth Hammer Associates, Inc. EL. 5-7108.   | SCHIAPARELLI, INC.                               | 530 SEVENTH AVENUE<br>SHOWROOM - 8TH FL. |
| Sunday<br>Oct. 23-<br>Oct. 26                  | CRUISE & RESORT WEAR<br>Forty manufacturers, members of the Miami Fashion Council, will present continuous showings of their cruise and resort wear lines in individual showrooms. Publicity: Ann Rabin, TR. 7-0455.   | MIAMI FASHION COUNCIL                            | HOTEL NEW YORKER                         |
| Monday<br>Oct. 24<br>1:00 P.M.<br>Luncheon     | FASHION SHOW<br>DURING LUNCHEON<br>Presentation of fashions by Farquharson and Wheelock. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Farquharson & Wheelock Publ. and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.  | FARQUHARSON & WHEELLOCK<br>(23 WEST 57TH STREET) | HOTEL PLAZA<br>PERSIAN ROOM              |



| <u>DATE</u>   | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>   | <u>WHERE</u>   |
|---|--|---|--|
| Beginning<br>Monday<br>Oct. 24                                | SPRING AND RESORT<br>OPENINGS OF FOGA<br>The only collections of these houses for the entire Spring season, in accordance with their procedure of showing a single line for each season. Guild members who will present their lines include:<br>LARRY L. ALDRICH CO.<br>HANSEN BANG, INC.<br>BEN BARRACK, INC.<br>WILLIAM BASS DRESS CO.<br>CAPRI FROCKS, INC.<br>DEITSCH, WERSBA & COPPOLA<br>BEN J. GAM, INC.<br>ED GERRICK, INC.<br>A. GOODMAN & CO., INC.<br>GRABOIS   | FASHION ORIGINATORS'<br>GUILD OF AMERICA, INC.<br>FRED GREENBERG DRESS CO.<br>JOSEPH HALPERT, INC.<br>HORWITZ & DUBERMAN, INC.<br>INTERNATIONAL DRESS CO.<br>JUNIOR LEAGUE FROCKS<br>NAT KAPLAN<br>CHARLES LANG, INC.<br>DAVID LEVINE CO.<br>MARY LEE, INC.<br>NATHAN-STRONG, INC.<br>PAUL PARNES CORP. | INDIVIDUAL N.Y.<br>SHOWROOMS<br>Spring season, in<br>PARNIS-LIVINGSTON<br>BEN REIG, INC.<br>RUDOLF GOWNS<br>PAUL SACHS' ORIGINALS<br>MARTIN SIMON, INC.<br>HERBERT SONDHEIM<br>FRANK STARR, INC.<br>SUZANNE-AUGUSTINE<br>JANET TAYLOR<br>HANNAH TROY, INC. |
| Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945. |  |   |  |
| Tuesday<br>Oct. 25<br>10:30 A.M.                              | OFFICIAL OPENING<br>OF NEW COLLECTION<br>Official opening, for franchise stores only, of Mme. Schiaparelli's first American collection of coats and suits. Publ.: Ruth Hammer Assoc., EL. 5-7108.  | SCHIAPARELLI, INC.  | 530 SEVENTH AVENUE<br>SHOWROOM-8TH FLOOR   |
| Tuesday<br>Oct. 25<br>1:00 P.M.<br>Luncheon                   | LUNCHEON FASHION<br>PRESENTATION<br>Showing of daytime and evening fashions. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Sada Sacks Contact: Milton Cline, TE. 8-5595. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.   | SADA SACKS, INC.<br>(671 MADISON AVE.)  | RITZ-CARLTON HOTEL<br>OVAL ROOM  |
| Tuesday<br>Oct. 25<br>1:00 P.M.<br>Luncheon                   | IMPORTED FALL FASHIONS<br>AT LUNCHEON SHOW<br>"Paris 1950"--Callot Soeurs of Paris will present imported fashions at a repeat of their Tuesday, October 4 luncheon show. Hats--Claude St. Cyr. Gloves--Meyers Make. Bags--Lewis. Stockings--Modeltex. Furs--Benn Mandel. Public by reservation; contact: Dee Hales, VO. 5-2800, Ext. 2. Callot Soeurs Publicity: Mary Marsh, PL. 9-2675. Director of Fashion Shows for Sherry-Netherland: Alexandre Tarsaidze, VO. 5-2800. | CALLOT SOEURS<br>OF PARIS, INC.   | SHERRY-NETHERLAND<br>CHANTECLAIR ROOM  |
| Wednesday<br>Oct. 26<br>12:45 P.M.<br>Luncheon                | "STAR TIME AT PIERRE"<br>FUR FASHION SHOW<br>"Beauty, Harmony, and Charm"--showing of Fall and Winter fur fashions; hair styles by Guro. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.   | HOUSE OF ARONOWICZ  | HOTEL PIERRE<br>COTILLION ROOM   |
| Wednesday<br>Oct. 26<br>3:00 P.M.                             | PRESENTATION OF<br>WINTER COLLECTION<br>Sydell will present her Winter collection of suits, dresses and gowns. Contact: EL. 5-8729.  | SYDELL<br>(666 FIFTH AVENUE)  | HOTEL ASTOR<br>GRAND BALLROOM  |
| Thursday<br>Oct. 27<br>12:30 P.M.<br>Luncheon                 | PREVIEW OF COTTON<br>PLAYCLOTHES<br>Showing of Spring line of cotton playclothes by the White Stag Manufacturing Co. By invitation only. Contact: Mr. B.L. Kamberg, BR. 9-1974.  | WHITE STAG MFG. CO.<br>(PORTLAND, OREGON)   | TAVERN-ON-THE-GREEN<br>CENT. PK.W. & 67TH ST.  |



| <u>DATE</u>   | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                                     | <u>WHERE</u>                                |
|---|--|---|---|
| Thursday<br>Oct. 27<br>1:00 P.M.<br>Luncheon            | LUNCHEON FASHION<br>PRESENTATION<br>Fashion show by Sport and Travel, Inc. during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Sport and Travel Publ. & Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.   | SPORT AND TRAVEL, INC.<br>(511 MADISON AVENUE)      | HOTEL PLAZA<br>TERRACE ROOM                 |
| Thursday<br>Oct. 27<br>4:00 P.M.<br>Tea                 | SHOWING OF NEW<br>MILLINERY FASHIONS<br>"Younger Than Springtime"--leading millinery designers will present new millinery fashions for Resort, Travel and Holiday wear. Showing for press, retail store executives, millinery buyers and the trade. Show promptly at 4:45 P.M. By invitation only. Publ.: Mary Kelley, LU.2-2250.  | MILLINERY FASHION<br>BUREAU, INC.                   | WALDORF-ASTORIA<br>GRAND BALLROOM           |
| Sunday<br>Oct. 30<br>4:00 P.M.<br>Cocktails             | CHICAGO SHOWING: NEW<br>SHOE DISPLAY FIXTURE<br>Town and County Shoes will introduce in Chicago their new Shoe Display Fixture, and its designer Mr. Harold Guy, of the Parsons School of Design. This fixture will display women's shoes in proper relation to colors and fabrics in clothes. Presentations of Town and Country's Spring 1950 shoes at the Chicago Shoe Fair are scheduled as follows: (private dining room #17, Palmer House), <u>Mon. Oct. 31</u> : 10:30 A.M. and 2:30 P.M.; <u>Tues., Nov. 1</u> : 10:30 A.M. and 2:30 P.M.; <u>Wed., Nov. 2</u> : 10:30 A.M. Reservations: Elaine Norwood, CH. 4-3629. | TOWN & COUNTRY SHOES                                | PALMER HOUSE<br>CHICAGO, ILLINOIS           |
| Monday<br>Oct. 31<br>9:00 A.M.<br>Breakfast             | SPRING SHOE FASHION<br>SHOW IN CHICAGO<br>Showing in Chicago by Johansen Brothers Shoe Company, introducing their new Spring promotion color in all types of shoes and coordinated accessories. Carson Pirie Scott will participate in fashion showing. By invitation only. Fashion Director & Publ.: Sylvie Hamilton, PE. 6-0583.   | JOHANSEN BROS. SHOE CO.<br>(ST. LOUIS, MISSOURI)    | BLACKSTONE HOTEL<br>CHICAGO, ILLINOIS       |
| Monday<br>Oct. 31<br>1:00 P.M.<br>Luncheon              | HOLIDAY CLOTHES<br>AT LUNCHEON SHOW<br>"Fashion Through The Eyes Of A Man"--a showing of Holiday clothes, hats, and furs for daytime and evening wear by Ruby Ross. Jewels--Harry Winston. Commentator: Lester Gaba. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Ruby Ross contact: EL. 5-9759. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.  | RUBY ROSS<br>(6 EAST 53RD ST.)                      | HOTEL PLAZA<br>PERSIAN ROOM                 |
| Week<br>Of<br>Oct. 31                                   | SIXTEENTH ANNUAL<br>NATIONAL SHOE FAIR<br>Over 595 shoe firms throughout the country will display their 1950 Spring and Summer shoe styles in the Stevens, Morrison, Congress Hotels, and the Palmer House. Also, 80 booths of the allied trade will display their products in the Exhibition Hall at the Palmer House. Contact: George E. Gayou, Manager, Palmer House, Room 953 W, Chicago, Illinois.  | NAT'L SHOE MFRS. ASS'N<br>NAT'L SHOERETAILERS ASS'N | PALMER HOUSE<br>CHICAGO, ILLINOIS           |
| Oct. 31   | HALLOWE'EN (Monday).   |   |   |
| Tuesday<br>Nov. 1-<br>Nov. 4<br>2:30 P.M.;<br>8:45 P.M. | EIGHTH EDITION OF<br>"FASHIONS OF THE TIMES"<br>The New York Times will present its Eighth Annual Fashion Show, "Fashions Of The Times", with two performances daily, matinee and evening, on Tuesday, Wednesday, Thursday and Friday. Tickets: \$3.60 (including tax). Contact: Virginia Lally, N.Y. Times Promotion Dept., LA. 4-1000, Ext. 507.   | NEW YORK TIMES                                      | NEW YORK TIMES HALL<br>240 WEST 44TH STREET |



| <u>DATE</u>                                   | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                             | <u>WHERE</u>                        |
|---|---|---|-------------------------------------|
| Tuesday<br>Nov. 1-<br>Nov. 8                  | SIXTY-FIRST NATIONAL HORSE SHOW AT MADISON SQUARE GARDEN<br>Eight evening and eight matinee performances of the 61st National Horse Show at Madison Square Garden, with daily performances at 2:00 P.M. and 7:45 P.M. Prices, including tax: Evenings--\$1.50-\$6.00; Matinees--\$1.50-\$3.50. Publicity: Elser and Cothran; Carol Berman, MU. 7-7837.  |   |                                     |
| Wednesday<br>Nov. 2<br>12:45 P.M.<br>Luncheon | "WHAT EVERY WOMAN SHOULD<br>KNOW OF MEN'S FASHIONS"<br>"Let's Dream Again"--preview of men's styles for 1950 in an all-male fashion show will be presented during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director - Commentator: Nola Luxford, TE. 8-8000.   | A PANEL OF FASHION<br>EXPERTS               | HOTEL PIERRE<br>COTILLION ROOM      |
| Wednesday<br>Nov. 2<br>1:00 P.M.<br>Luncheon  | LUNCHEON FASHION<br>PRESENTATION<br>Fashion show by Milgrim during luncheon. Press by invitation. Public by reservation; contact: "Nino", EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.  | MILGRIM                                     | WALDORF-ASTORIA<br>SERT ROOM        |
| Wednesday<br>Nov. 2<br>2:30 P.M.              | PRESENTATION OF<br>WINTER COLLECTION<br>Sydell will present her Winter collection of suits, dresses and gowns. Contact: EL. 5-8729.   | SYDELL<br>(666 FIFTH AVE.)                  | WALDORF-ASTORIA<br>STARLIGHT ROOF   |
| Wednesday<br>Nov. 2<br>5:00 P.M.              | PREVIEW: JACQUES FATH<br>AMERICAN COLLECTION<br>Spring showing of the American collection, designed by Jacques Fath for Joseph Halpert exclusively. Attendance by invitation only. Contact: WI. 7-7400.   | JOSEPH HALPERT INC.                         | RITZ CARLTON<br>BALLROOM            |
| Beginning<br>Thursday<br>Nov. 3               | TENTATIVE MIDSEASON<br>SHOWINGS IN PARIS<br>The majority of Paris Couture houses will have their midseason openings early in November. Jean Desses will show earlier --Oct. 21. Other dates tentatively set are as follows: <u>Nov. 3:</u> Balmain and Vramant; <u>Nov. 4:</u> Schiaparelli and La Faurie; <u>Nov. 7:</u> Raphael; <u>Nov. 8:</u> De Rauch; <u>Nov. 9:</u> Carven. Contact: Chambre Syndicale de la Couture Parisienne, 102 Rue du Faubourg, St. Honore, Paris. | CHAMBRE SYNDICALE DE<br>LA COUTURE DE PARIS | PARIS, FRANCE                       |
| Nov. 8  | ELECTION DAY (Tuesday).   |   |                                     |
| Beginning<br>Tuesday<br>Nov. 8                | OPENING OF SPRING<br>COLLECTION<br>Opening of Junior Accent Spring collection, showing confined prints in both silk and rayon; Spring wools, emphasizing both gray and navy; new and confined fabric. Contact: LO. 4-1434.  | JUNIOR ACCENT INC.                          | 1418 BROADWAY<br>SHOWROOM-PENTHOUSE |
| Wednesday<br>Nov. 9<br>12:45 P.M.<br>Luncheon | "FASCINATION"<br>LUNCHEON SHOW<br>Presentation of John Rubel jewels; Guro hair styles; Boue Soeurs gowns; Amalie Tutsch gloves; Charles Weinstein bags; Haggerty shoes. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Fashion Show Publicity: Rosalyn Bader, EL. 5-4263. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.  | JOHN RUBEL CO.;<br>GURO                     | HOTEL PIERRE<br>COTILLION ROOM      |



| <u>DATE</u>  | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                              | <u>WHERE</u>                           |
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| Wednesday<br>Nov. 9<br>5:00 P.M.<br>Cocktails                | SHOWING OF SPRING<br>FABRICS COLLECTION<br>Miron's semi-annual merchandise and fashion clinic to introduce their Spring fabrics collection. Cocktails and dinner will be served. Attendance by invitation only, for Miron's franchised piece goods departments and the fabric press. Publicity: Eleanor W. Howard, Promotion Director for Miron, LE. 2-8340. | MIRON MILLS                                  | HAMPSHIRE HOUSE                        |
| Thursday<br>Nov. 10<br>1:00 P.M.<br>Luncheon                 | HOLIDAY FURS AT<br>LUNCHEON SHOW<br>Bernham-Stein will present their Holiday furs at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Bernham-Stein Publicity: Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.   | BERNHAM-STEIN<br>(660 FIFTH AVENUE)          | HOTEL PLAZA<br>TERRACE ROOM            |
| Nov. 11  | ARMISTICE DAY (Friday).  |  |  |
| Saturday<br>Nov. 12<br>11:00 A.M.                            | "YOUNG SPROUTS"<br>FASHION SHOW<br>Open to public. Publicity: Rita Dobbins, TR. 5-3100.  | MARTIN'S<br>BROOKLYN                         | 4TH FLOOR                              |
| Tuesday<br>Nov. 15<br>12:30 P.M.<br>Luncheon                 | SPRING MILLINERY<br>AT LUNCHEON SHOW<br>Millinery Designers' League will present advance Spring hats at their semi-annual luncheon show. Press by invitation. Tickets: \$12.50. Contact: Anne Hoerer, PE.6-8444.   | MILLINERY DESIGNERS'<br>LEAGUE               | WALDORF-ASTORIA<br>WEDGWOOD ROOM       |
| Postponed<br>Nov. 15   | THE PEG FISCHER SHOWING OF RESORT AND HOLIDAY HATS, ORIGINALLY SCHEDULED FOR NOVEMBER 15, AT 1:00 P.M., HAS BEEN TENTATIVELY POSTPONED.  |  |  |
| Tuesday<br>Nov. 15<br>4:00 P.M.-<br>6:00 P.M.<br>Tea         | SHOWING OF SPRING<br>MILLINERY FASHIONS<br>Millinery Creators Guild will present hats by the following milliners: Bernice Charles; Harryson Hats, G. Howard Hodge; Jeanne Tete; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Vogue Hats-Garfunkel Makers. For press and trade by invitation only. Publ.: Ruth Weintraub, PL.3-2117.                     | MILLINERY CREATORS<br>GUILD                  | ST. REGIS HOTEL<br>ROOF                |
| Wednesday<br>Nov. 16<br>12:45 P.M.<br>Luncheon               | "WHAT THE WELL-BRED<br>DOG SHOULD WEAR"<br>Launching of Christmas Seal Sale for the N.Y. Tuberculosis & Health Assn., Inc., presenting canine fashions modeled by prize-winning dogs. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.                              | HAMMACHER SCHLEMMER;<br>DOGS, INC.           | HOTEL PIERRE<br>COTILLION ROOM         |
| Wednesday<br>Nov. 16<br>1:00 P.M.<br>Luncheon                | CASUAL FASHIONS AT<br>LUNCHEON SHOW<br>Presentation of fashions for casual wear during luncheon. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. Casual Clothes Contact: RE. 7-2184. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.  | CASUAL CLOTHES, INC.<br>(744 MADISON AVENUE) | WALDORF-ASTORIA<br>SERT ROOM           |
| Thursday<br>Nov. 17<br>9:00 A.M.-<br>11:00 A.M.<br>Breakfast | SHOWING OF SPRING<br>SCARF COLLECTION<br>Vera will present a preview for the fashion press of her Spring 1950 collection of scarves. By invitation only. Contact: Florence Brobeck, GR. 3-4119.  | SCARVES BY VERA                              | 417 FIFTH AVENUE<br>SHOWROOM-4TH FLOOR |



| <u>DATE</u>                                    | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                                    | <u>WHERE</u>                           |
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| Thursday<br>Nov. 17<br>12:15 P.M.<br>Luncheon  | HOME FURNISHINGS<br>LUNCHEON MEETING<br>The Fashion Group will have a Home Furnishings Division luncheon. More details later. Price (including tax and tip): \$3.25 for members. \$3.75 for guests. Contact: The Fashion Group, CI. 7-3940.   | THE FASHION GROUP INC.<br>(9 ROCKEFELLER CENTER)   | HOTEL BILTMORE<br>BALLROOM             |
| Thursday<br>Nov. 17<br>1:00 P.M.<br>Luncheon   | CRUISE FASHIONS<br>AT LUNCHEON<br>Fashions for Cruise wear will be presented by Russeks during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.   | RUSSEKS FIFTH AVENUE                               | HOTEL PLAZA<br>TERRACE ROOM            |
| Monday<br>Nov. 21<br>8:00 P.M.                 | OPENING: METROPOLITAN<br>OPERA SEASON<br>Grand opening of the 1949-50 Met. Opera, the 65th season, presenting Richard Strauss' "DER ROSENKAVALIER". Publ.: Margaret Carson, PE.6-1200.  | METROPOLITAN OPERA<br>ASSOCIATION, INC.            | MET. OPERA HOUSE<br>B'WAY AT 39TH ST.  |
| Monday<br>Nov. 21                              | OPENING OF CHRISTMAS SEAL CAMPAIGN. Contact: Mrs. Mary Williamson Hooker, Public Relations Director, N.Y. Tuberculosis and Health Assn., MU.5-2240.   |  |  |
| Tuesday<br>Nov. 22<br>12:15 P.M.<br>Luncheon   | MEMBERS' MONTHLY<br>LUNCHEON MEETING<br>The Fashion Group will hold its members' monthly luncheon meeting. More details later. Price (including tax and tip): \$3.25 for members; \$3.50 for guests (one for each member). Contact: The Fashion Group, CI.7-3940.   | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA)   | HOTEL BILTMORE<br>BALLROOM             |
| Wednesday<br>Nov. 23<br>12:45 P.M.<br>Luncheon | LUNCHEON SHOW: "TOWN<br>AND COUNTRY SMARTNESS"<br>Presentation of Fall fashions by a group of specialty shops. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.  | SPECIALTY SHOPS                                    | HOTEL PIERRE<br>COTILLION ROOM         |
| Nov. 24  | THANKSGIVING DAY (Thursday).  |  |  |
| Week<br>Of<br>Nov. 27                          | NATIONWIDE PREVIEW<br>OF MEN'S FASHIONS<br>Approximately 75 nationally known manufacturers of men's apparel will participate in the first annual nationwide fashion presentation in the men's apparel industry at Boca Raton, Florida. The seven-day show will cover 20 categories of a man's wardrobe, displaying Spring and Summer fashions for 1950. Visual presentation, design and lighting by Jo Mielziner and Leonard Haver. Contact: Myron Kahn, Exec. Dir., PL.9-5846. | NATIONAL FASHION PREVIEW<br>OF MEN'S APPAREL, INC. | BOCA RATON CLUB<br>BOCA RATON, FLORIDA |
| Tuesday<br>Nov. 29<br>2:30 P.M.                | SHOWING OF WINTER<br>& RESORT COLLECTION<br>Sydell will present her Winter and Resort collection of suits, dresses and gowns. Hats by Walter Florell. Contact: EL. 5-8729.  | SYDELL<br>(666 FIFTH AVENUE)                       | WALDORF-ASTORIA<br>WEDGWOOD ROOM       |
| Wednesday<br>Nov. 30<br>12:45 P.M.<br>Luncheon | RESORT FASHIONS<br>AT LUNCHEON SHOW<br>"Resort Allure"--showing of Cruise and Resort fashions by Carolyn Schnurer during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Carolyn Schnurer Contact: Lee Walker, CH. 4-8446. Hotel Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.  | CAROLYN SCHNURER                                   | HOTEL PIERRE<br>COTILLION ROOM         |



# MUSIC...MOVIES...THEATRE

- Beginning Tuesday Oct. 18 SADLER'S WELLS BALLET METROPOLITAN OPERA HOUSE, B'WAY & 39TH STREET  
The Covent Garden Opera Trust presents Sadler's Wells Ballet for the first time in America. Clothes designed by the members of the Incorporated Society of London Fashion Designers will be worn by the Ballerinas and Corps de Ballet during their tour of the United States and Canada.  
Program: Tues., Oct. 18 and Wed., Oct. 19: CINDERELLA; Thurs., Oct. 20: LE LAC DES CYGNES, FACADE; Fri., Oct. 21: CINDERELLA; Sat. Mat., Oct. 22: LE LAC DES CYGNES, FACADE; Sat. Eve., Oct. 22, Sun. Mat., Oct. 23 and Sun. Eve., Oct. 23: CINDERELLA. Tickets: \$1.20-\$4.20. Publicity: Barry Hyams, PL. 9-6000.
- Wednesday OPENING: "PEOPLE LIKE US" CORT THEATRE, 48TH ST. EAST OF B'WAY  
William L. Taub presents Frank Vosper's play based on an English murder case in which a woman murders her husband for the love of another man. Ann Dvorak and Sidney Blackmer head the cast, which includes Ernest Cossart, Viola Roache and Hugh Reilly. Director: Clarence Derwent. Settings: Raymond Sovey. Costumes: Eaves. Publ.: Nat Dorfman, LO. 3-0858.
- Wednesday Oct. 19- Oct. 23 TWELFTH ANNUAL SEASON: NEW YORK CITY OPERA CO., CITY CENTER, 131 W. 55TH  
Program: Wed. Eve., Oct. 19: TALES OF HOFFMANN; Thurs. Eve., Oct. 20: AIDA; Fri. Eve., Oct. 21: ARIADNE; Sat. Eve., Oct. 22: MARRIAGE OF FIGARO; Sun. Mat., Oct. 23: LA TRAVIATA; Sun. Eve., Oct. 23: CARMEN. Tickets: \$1.50-\$3.00 (tax included). Publ.: Jean Dalrymple, MU. 8-3847.
- Friday Oct. 21 PREMIERE: "BEYOND THE FOREST" (Movie) STRAND THEATRE, 47TH ST. & B'WAY  
Warner Brothers story about a wilful woman who seeks escape from the drabness of her life as the wife of a doctor in a Wisconsin mill town. Stars Bette Davis and Joseph Cotten. Producer: Henry Blanke. Director: King Vidor. Wardrobe: Edith Head. Publicity: Eve Siegel, CI. 6-1000.
- Wednesday Oct. 26 OPENING: "MONTSERRAT" FULTON THEATRE, 46TH ST. WEST OF B'WAY  
Kermit Bloomgarden and Gilbert Miller present the Emmanuel Robles play, in which a man balances the lives of six people against the lives of six thousand. Lillian Hellman adapted and directed the play. The cast includes Emlyn Williams, Steven Hill, John Abbott, Reinhold Schunzel, William Hansen, Julie Harris and Francis Compton. Settings: Howard Bay. Costumes: Irene Sharaff. Publicity: Richard Maney, WI. 7-6939.
- Sunday Oct. 30 OPENING: "LOST IN THE STARS" MUSIC BOX THEATRE, 45TH ST. WEST OF B'WAY  
The Playwrights Co. presents a musical play by Maxwell Anderson and Kurt Weill based on the novel about South Africa by Alan Paton, "Cry The Beloved Country". The cast includes Todd Duncan, Leslie Banks, Warren Coleman, Inez Matthews, Julian Mayfield, William Greaves and Frank Roane. Production directed and supervised by Rouben Mamoulian. Settings: George Jenkins. Costumes: Anna Hill Johnstone. Publicity: William Fields, CI. 5-7930.
- Monday Oct. 31 OPENING: "REGINA" 46TH STREET THEATRE, 46TH ST. WEST OF B'WAY  
Cheryl Crawford, in association with Clinton Wilder, presents a musical drama by Marc Blitzstein, based on Lillian Hellman's play "The Little Foxes". Cast, directed by Robert Lewis, features Jane Pickens. Musical Director: Maurice Abravanel. Settings: Horace Armistead. Choreography: Anna Sokolow. Costumes: Aline Bernstein. Publicity: Wolfe Kaufman, LU. 2-3466.